

-For the *best* electric service possible!

—that is the summit of our ambitions

—and for two reasons; first, because such an attainment is more than work successfully accomplished—it is our duty; secondly, because today no electric service company in the West enjoys a patronage at once so intelligently co-operative, so loyal, so appreciative and so genuinely worthy of level best efforts as the Utah Light and Traction Company.

—you—our customers—have realized with greater understanding than the majority how elastic, how indispensable a servant electricity has become.

—but more than that, we believe you know something of the problems we are solving;—something of what it means to maintain an electric service of the highest efficiency at the lowest possible rate; a service ready for you instantly night or day—a service adequate always to meet the combined MAXIMUM demands of all our customers.

—and for the understanding and tolerance you have brought to this conception of our labors; for the loyalty you have shown in holding up our arms and helping to make this YOUR electric company as much as ours, we are profoundly grateful.

With the increased facilities we now possess and the greater opportunities ahead we are confident we can serve you even more efficiently in the future than in the past, and uphold your pride in Salt Lake's electric service.

UTAH LIGHT AND TRACTION COMPANY
"ELECTRICITY FOR EVERYTHING"



Ever Stop at the New Healy Hotel at Ogden?

It is one of the leading Hostelrys of the West, modern in every respect and luxuriously appointed.

You don't realize what you have overlooked if you have never stopped there while in Ogden.

Fifty Private Baths, Central Vacuum Plant, Display Rooms with Private Bath, Large Sample Rooms, Handsomely Appointed Suites.

Rates \$1.00 and up.

NEW HEALY HOTEL
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—guaranteed qualities.

Salt Lake

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